



## **PRESS RELEASE**

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### **The Frisco Police Department Launches National tip411 Anonymous Text Program**

The Frisco Police Department is happy to announce the launch of tip411, an internet based tool that enables the public to text message an anonymous tip to police, and lets the police respond back creating a two way anonymous "chat". Reserved exclusively for Public Safety purposes and powered by Citizen Observer, a St. Paul MN company, tip411 puts a powerful new crime fighting tool into the hands of our community for all ages and demographics. "We're proud to be part of a national program that benefits over 1000 communities around the country. This new capability will help our citizens play an active role in keeping neighborhoods safer, it will engage a younger demographic in the process, and it will save our agency time and resources. "

Anyone with a cell phone can now send an anonymous tip to the Frisco Police Department by texting the word **FriscoPD** and the tip information to 847411 (tip411). Anonymous web tips can also be submitted right from the Police Departments website at <http://www.ci.frisco.tx.us/departments/police/Pages/default.aspx>. It's 100% anonymous. It should be noted that this program is not intended for in-progress calls! Citizens should still report emergencies and in-progress calls by calling 911 or the Frisco Police Department's non-emergency number: 972-292-6010.

Citizen Observer's technology removes all identifying information before the Police Department see's it so there's no way to identify the sender. According to Chief John Bruce, this capability is a new paradigm for creating safer communities – especially in reaching out to a younger age demographic. "When someone feels afraid to come forward, or simply feels like they don't want to get involved – this can be a great way to pass information on without fear of retribution"

### **About Citizen Observer**

Citizen Observer, a St. Paul, MN company founded in 2000, provides web based alerting tools to law enforcement, education, and public safety agencies in over 40 states.

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